

~~11/11/17~~

## Assignment - 1

i) Define marketing strategies and statistics.

i) marketing:- The Process of Promoting Products, services or ideas to Potential customers, client or consumers. It involves understanding the need and want of the target audience and creating a mutually benefited ending.

Strategic:- Long term plan of action devised to achieve specific market goals and objection. It outlines how to allocate resources, to realize efforts and measure success. eg:- marketing strategic

tactics:- Specific action or steps taken to employment marketing strategies. It is often short and specific from strategic.

ii) what are 3 C's

3 C's:-

- \* Customer
- \* Company
- \* Competitors

## Customer

Customer-Based Strategies are the most important: "a corporation's foremost concern ought to be the interest of its customers rather than that of its shareholders."

The only way you are going to gain that understanding is through consultation with customers

## Company

This is really about defining your strengths as an enterprise & a culture.

Are you conducting your business with a focus on delivering operational efficiency & price leadership?

Once you have made that decision you have a key ingredient of your Brand Positioning.

## Competitors

While a robust analysis of the competitive landscape would look at the strengths, capabilities, Product Portfolios & value Propositions of your

competitive set, for Branding Purposes you also need to look at how they present themselves.

In other words, you must consider Brand image in the form of marketing communications, along with everything else.

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meaning of 3 c's

- \* Curious
- \* Compassionate
- \* Courageous

iii) what <sup>6</sup> is marketing message?

A marketing message is the words you use to communicate with your audience to convince them to do business with you. your message is extremely influential in helping you meet your business goals, as it can be the difference between a new acquisition or

Sending a customer on to your competitor.

messaging in marketing is how a brand communicates what customers want to know about your Brand. It goes beyond just sharing information about the product or service available; it builds your Brand Identity through the "why" of your company; its mission, vision & values.

every Business engaging in marketing needs a marketing message, whether you sell B2C, software or a service [sears] or clothing.

Important Parts of a marketing message.

⇒ Demonstrate care for your audience.

⇒ Address - customer pain points.

⇒ Present your Business as a solution.

⇒ Build Trust with customers.

S.D.S